Engaging voters on Facebook

Tools for election officials

August 27, 2020

CENTER FOR TECH AND CIVIC LIFE

Housekeeping

- Be gracious about **work-from-home setups**
- **Restart Zoom** if needed
- **Slides and captioned recording**s will be available on our website
- Use the **chat panel** to say hello, chat with other attendees,, and ask questions

Today’s objectives

- Understand how **Facebook tools** can support election officials’ outreach
- **Amplify important messages** to voters with the new voting alerts
- Learn how to **apply social media best practices** to new tools

Today’s agenda

- Introduction (5 minutes)
- Overview of tools (10 minutes)
- Voter registration notifications and Voting Alerts deep dive (20 minutes)
- Applying social media best practices (10 minutes)
- Question and answer (15 minutes)

Hello, there!

Rocío Hernandez
CTCL
rocio@techandciviclife.org

Kurt Sampsel
CTCL
kurt@techandciviclife.org

Eva Guidarini
Facebook
eva@facebook.com

How can you strengthen your Facebook practices with existing tools?

FACEBOOK TOOLS FOR ELECTION OFFICIALS

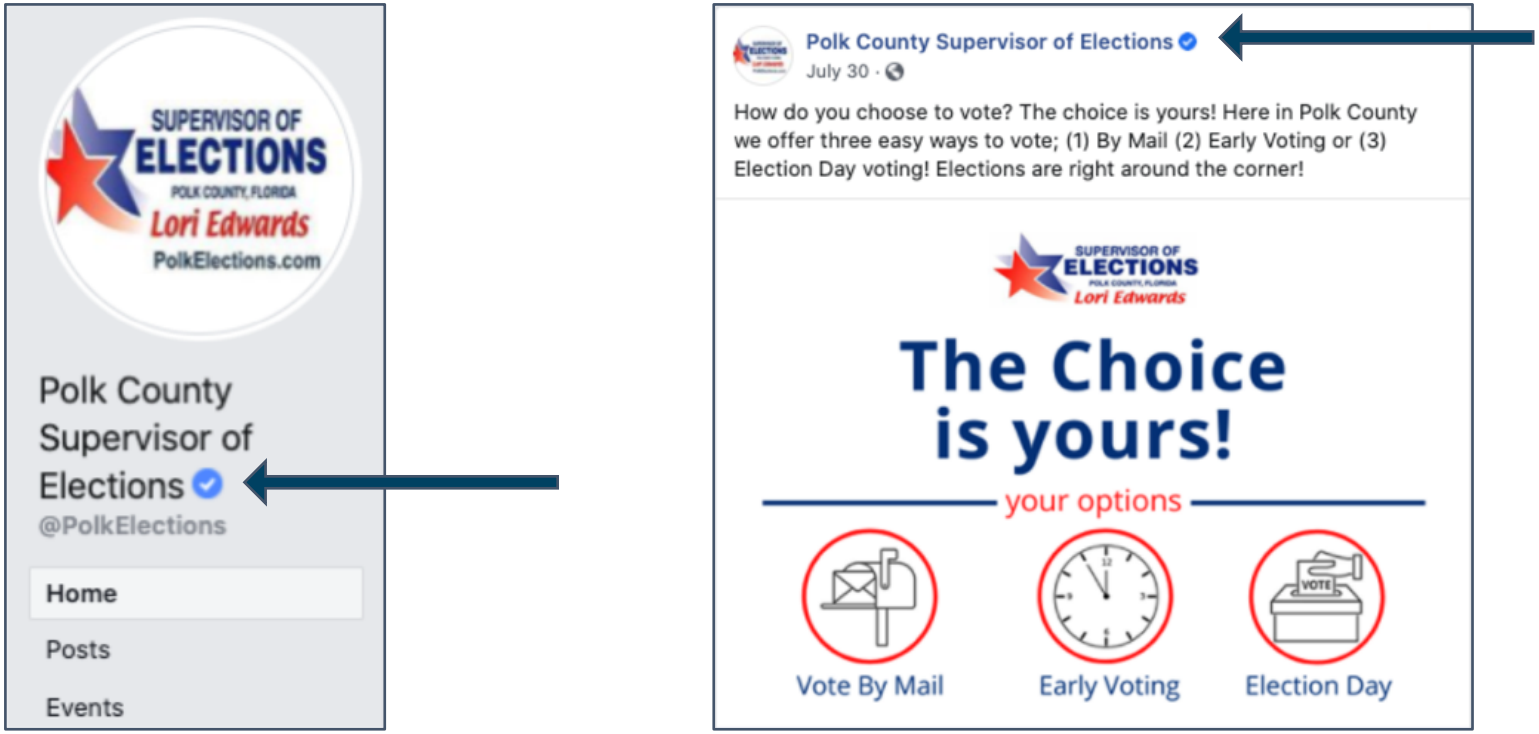
CENTER FOR TECH AND CIVIC LIFE

7 in 10

U.S adults use Facebook

Source: Pew Research Center

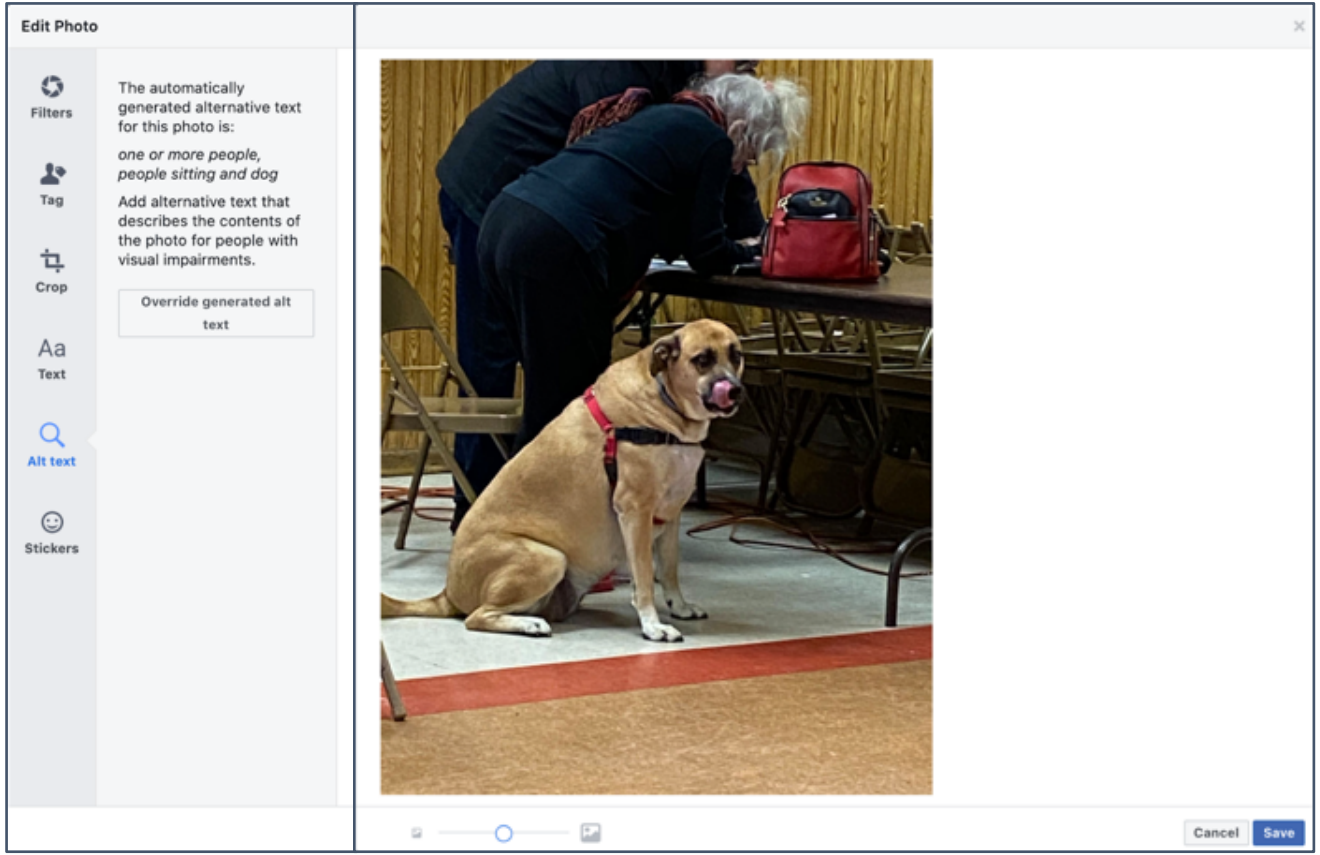
Account verification



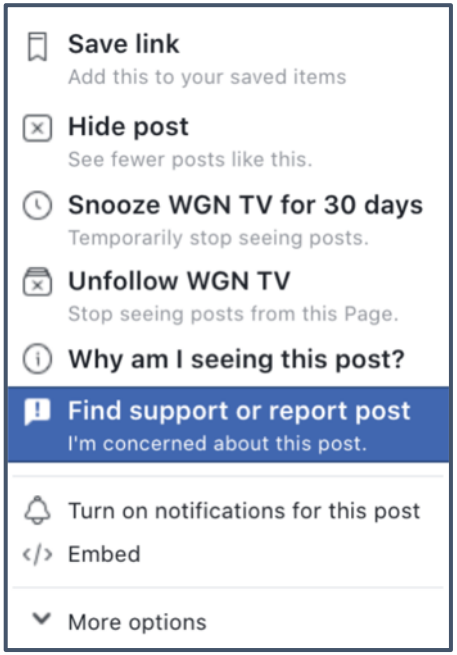
Personalize your page

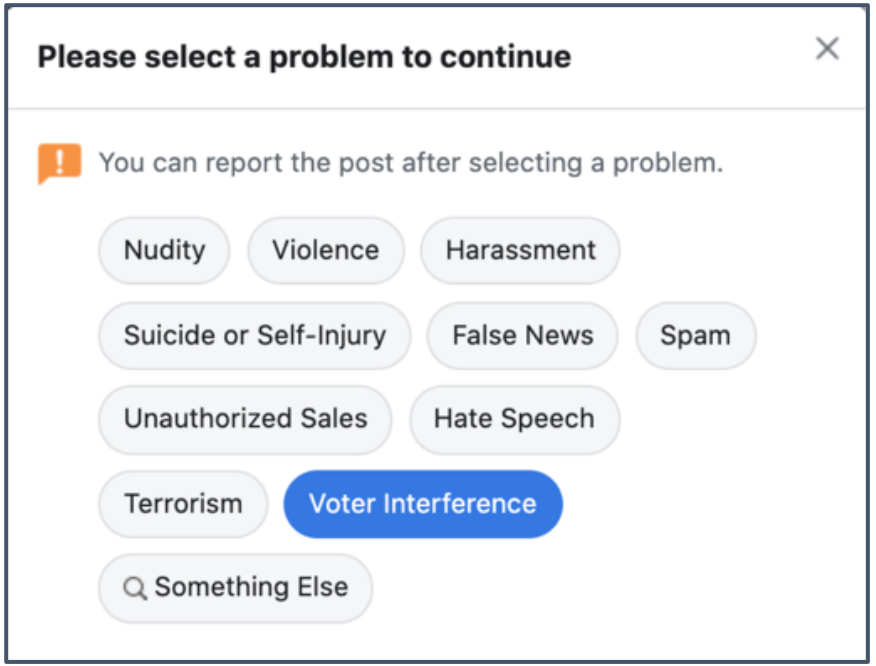
- Give your page a custom URL
- Set up an instant reply when someone messages you
- Adjust profanity and keyword filters
- Turn on comment ranking and badges for top fans

Alt text


Edit Photo
Filters
Tag
Crop
Text
Alt text
Stickers
The automatically generated alternative text for this photo is:
one or more people, people sitting and dog
Add alternative text that describes the contents of the photo for people with visual impairments.
Override generated alt text
Cancel
Save

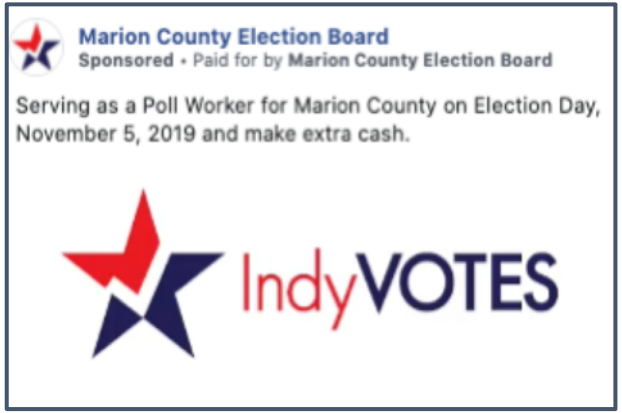
Reporting misinformation



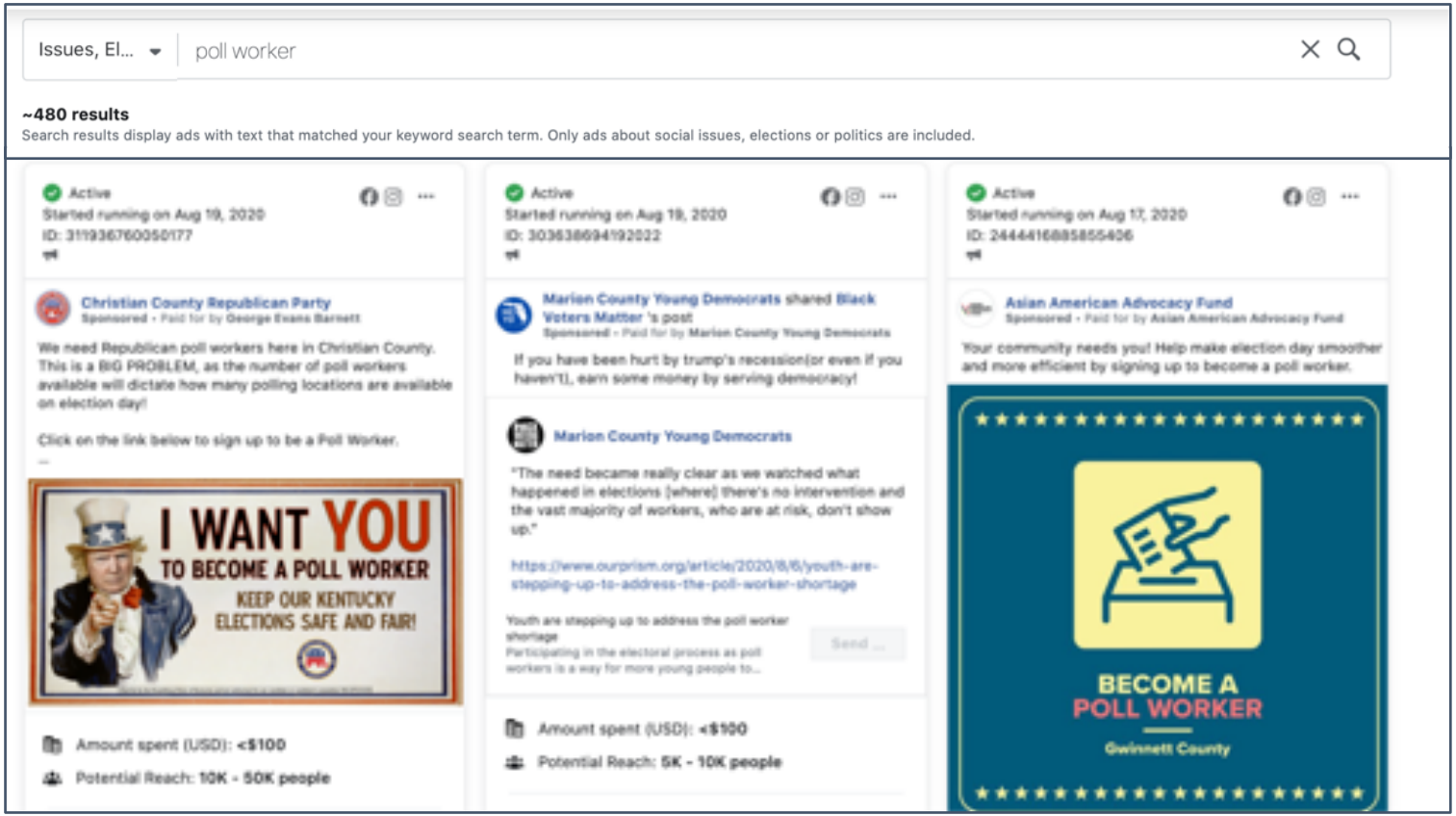


Ads authorization

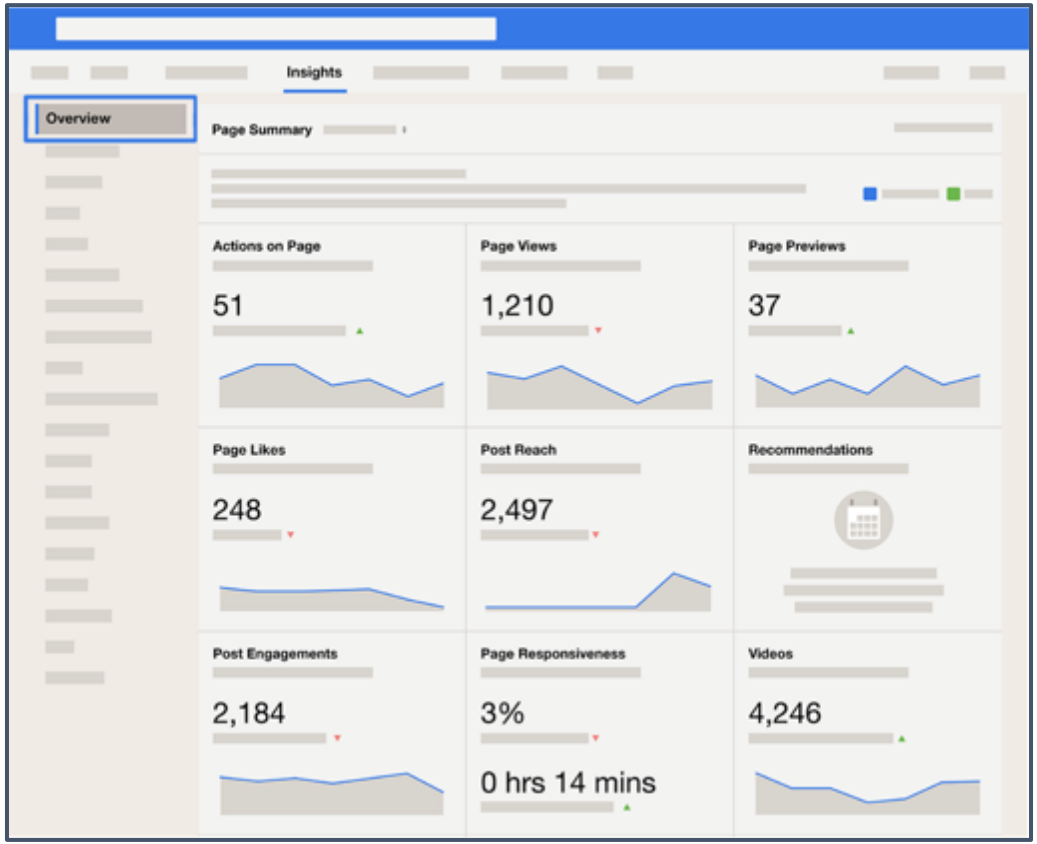
1. Identity confirmation
    a. Two-factor authentication
    b. Government-issued ID
    c. Letter in the mail
2. Create disclaimers and link ad accounts
    a. .gov email
    b. Business address
    c. Phone call and code
3. Buy and label ads



Ad Library


Issues, El...
poll worker
~480 results
Search results display ads with text that matched your keyword search term. Only ads about social issues, elections or politics are included.
Active
Started running on Aug 19, 2020
ID: 311936760350177
Christian County Republican Party
Sponsored · Paid for by George Evans Barnett
We need Republican poll workers here in Christian County. This is a BIG PROBLEM, as the number of poll workers available will dictate how many polling locations are available on election day!
Click on the link below to sign up to be a Poll Worker.
I WANT YOU
TO BECOME A POLL WORKER
KEEP OUR KENTUCKY ELECTIONS SAFE AND FAIR!
Amount spent (USD): <$100
Potential Reach: 10K - 50K people
Active
Started running on Aug 19, 2020
ID: 303638694192022
Marion County Young Democrats shared Black Voters Matter 's post
Sponsored · Paid for by Marion County Young Democrats
If you have been hurt by trump's recession(or even if you haven't), earn some money by serving democracy!
Marion County Young Democrats
"The need became really clear as we watched what happened in elections [where] there's no intervention and the vast majority of workers, who are at risk, don't show up."
https://www.ourprism.org/article/2020/8/6/youth-are-stepping-up-to-address-the-poll-worker-shortage
Youth are stepping up to address the poll worker shortage
Participating in the electoral process as poll workers is a way for more young people to...
Send ...
Amount spent (USD): <$100
Potential Reach: 5K - 10K people
Active
Started running on Aug 17, 2020
ID: 2444416885855406
Asian American Advocacy Fund
Sponsored · Paid for by Asian American Advocacy Fund
Your community needs you! Help make election day smoother and more efficient by signing up to become a poll worker.
BECOME A
POLL WORKER
Gwinnett County

Facebook Insights



New tools for voter education

VOTING ALERTS & VOTER INFORMATION CENTER DEMO

CENTER FOR TECH AND CIVIC LIFE

Getting the most out of new tools

APPLYING BEST PRACTICES

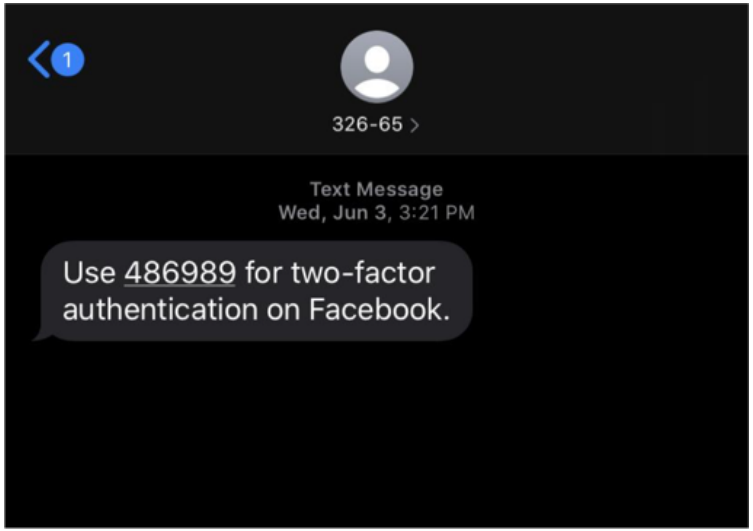
CENTER FOR
TECH AND
CIVIC LIFE

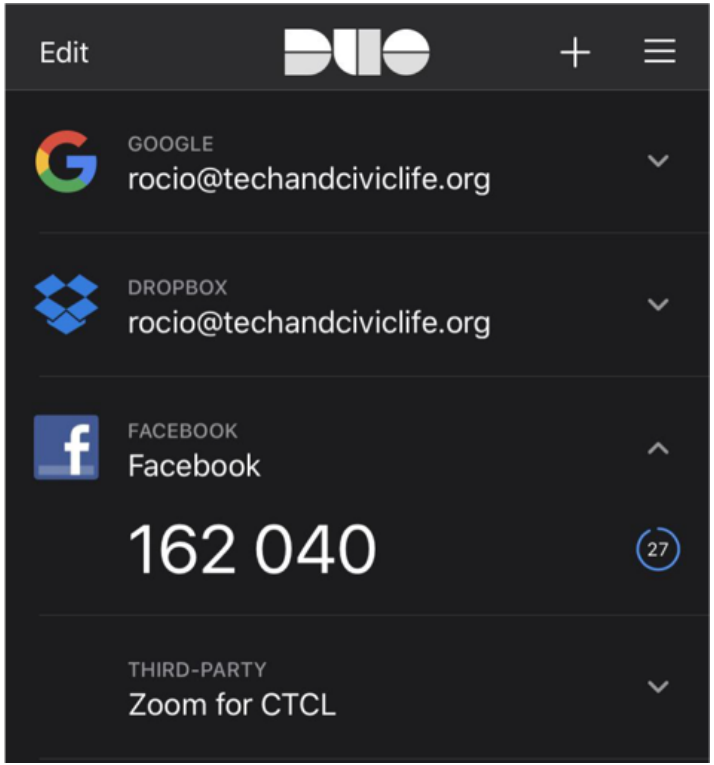
Strong passwords

CeleryObtuseYellowSquare

El3ction_Offic3

Two-factor authentication





Mobile users spend

1.7

seconds/post

Desktop users spend

2.5

seconds/post

2020 US ELECTION

Voting Information Center

Up-to-date info and official resources to help you prepare for the general election

Main St, La Puente

Learn More

Change Location

Make Sure You're Registered to Vote

Register to vote, or check to be sure your registration is correct and still active.

Register to Vote

Check Voter Registration

Vote by Mail

All active registered voters in **California** can vote by mail (also called "absentee voting"). Register or check that your registration and address are current by **Oct 19** and you'll automatically receive a ballot.

Source: State of California via Ballotpedia

Recent Election Posts

Get the latest from election officials.

California Secretary of State
August 17 at 5:21 PM ·

Do you have questions or concerns about #vote-by-mail, ensuring your #ballot will be received in time, or #mail service in your area? Contact...

California Secretary of State
August 17 at 1:33 PM ·

FACT CHECK: Using a Vote-by-Mail Ballot Drop Box is as safe as casting your ballot at the poll. Get the facts from your official, nonpartisan elections officials,...

Encourage sharing

- Ask questions
- Prompt people to share great voting experiences
- Help a friend check their voter registration

Plain language

Before	After
Unaffiliated voters may not vote in primary elections, but may be able to vote in any nonpartisan primary election held in your jurisdiction, such as a primary election to select nominees for any general election.	The main reason to register with a political party rather than choosing “unaffiliated,” is to vote in party-based primary elections.

Update your plan for emergency communication

- Review your plans for emergency communication
- What platforms will you use to reach voters?
  - Social media
  - Print news
  - Community members
  - Radio

Let’s talk

DISCUSSION

CENTER FOR TECH AND CIVIC LIFE

Next steps

- Verify my account with a blue badge
- Create 14+ character password and turn on 2FA
- Update the alt text of all images
- Personalize my page with instant replies, filters, comment rankings, or badges
- Get authorized to run ads
- Develop a plan for the use of voting alerts
- Update or create a plan for emergency communication

Share your thoughts

- What resonated with you from today's course? (Any "ah-ha" moments?)
- What questions do you have about what we covered today?
- What questions do you have about what we *didn't* cover today?

Let’s talk

WRAPPING UP

CENTER FOR TECH AND CIVIC LIFE

What was your experience with today’s webinar?

- Quick poll
- Please complete now to provide feedback and improve the webinar for future participants

Additional resources

- **Jannelle Watson** - jannelle@fb.com
  - AZ, CO, IA, KS, NE, NM, NV, OK, TX, UT
- **Khalid Pagan** - kpagan@fb.com
  - CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT
- **Tracy Rohrbach** - trohrbach@fb.com
  - IL, IN, MI, MN, ND, OH, SD, WI
- **Cristina Flores** - cristinaflores@fb.com
  - CA and the territories
- **Rachel Holland** - rachelholland@fb.com
  - AL, AR, FL, GA, KY, LA, MO, MS, NC, SC, TN, VA, WV
- **Eva Guidarini** - eguidarini@fb.com
  - AK, HI, ID, MT, OR, WA, WY

Additional resources

- Social Media for Voter Engagement course - CTCL
  - https://www.techandciviclife.org/course/trusted-info/
- Combatting Election Misinformation course - CTCL
  - https://www.techandciviclife.org/course/trusted-info/
- Government, Politics, and Advocacy - Facebook
  - https://www.facebook.com/gpa
- Elections Officials Communication Toolkit - National Vote at Home Institute
  - https://voteathome.org/comms-toolkit/

Thanks!

Email: hello@techandciviclife.org
Twitter: @HelloCTCL
Website: www.techandciviclife.org

CENTER FOR TECH AND CIVIC LIFE